

NOMINATION FOR AWARD		
AWARD Air Force PA Director's Excellence Award (Small Wing)	CATEGORY (If Applicable) Unit	AWARD PERIOD 1 Jan - 31 Dec 2001
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Air Force Research Laboratory, Directed Energy Directorate	SSN (Enter Last 4 Only)	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 246-1911 Cmc1 (505) 846-1911	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE AFRL/DEO-PA, 3550 Aberdeen Ave SE, Kirtland AFB, NM 87117-5776		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Dr. R. Earl Good, DSN 246-0860 (505) 846-0863 earl.good@kirtland.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p>Overall Effectiveness of Program</p> <ul style="list-style-type: none"> - The office employed proactive and innovative activities to manage a strong public affairs program that encompassed the Airborne Laser, USAF's top technology-acquisition program, and other technologies - With complex research & development activities over a geographic area from Washington DC to Hawaii, efforts gained positive visibility worldwide, strong support from Congress and general public <ul style="list-style-type: none"> -- Example: USAF selected the Directorate's laser technology for DOD exhibit at the Paris Air Show -- Another technology was selected by Popular Science Magazine as one of year's top 100 innovations - Partnered with Public Affairs in Los Angeles to insert latest U.S. Air Force technologies into major Hollywood feature films; Marvel Productions, among others, expressed strong interest in the concept - Vital member of group linking Congressional and Pentagon interest on Airborne Laser Program <p>Research and Planning</p> <ul style="list-style-type: none"> - Led strategy meetings with DOD, USAF and Marine officials to ensure successful Pentagon media event on what could have been a sensitive, non-lethal energy wave issue; PA plan, news release, fact sheet, Qs & As turned potentially negative coverage into positive visibility from major national outlets - Headed an Airborne Laser (ABL) public affairs working group comprised of industry and government officials. Meeting routinely, the group determined press release policy as the ABL aircraft moved from one product center to another, then from USAF-funded control to the Missile Defense Agency <ul style="list-style-type: none"> -- Meetings at Edwards AFB CA resulted in an outreach plan for the Airborne Laser when tested there -- Prepared a matrix of significant upcoming events to project and take advantage of PA opportunities -- Going beyond what is required by law, planned public environmental meetings for the ABL in four U.S. locations that will take place in early 2002, along with related media/community opportunities - Actively participated in Kirtland AFB's strategic "Good Neighbor" working group, determining what new actions could be taken to maintain or strengthen local community relations--positive impact! <p>Program Execution and Evaluation</p> <ul style="list-style-type: none"> - Responsive relationship with media generated positive coverage for AF's directed energy activities <ul style="list-style-type: none"> -- Nearly 400 media queries handled smoothly--more than 300 from national & international outlets -- More than one news release a week, on average, disseminated to inform the public on AF research -- A cost growth ABL issue was defused by initiating a phone-in media roundtable--by getting positive messages out first, resulting visibility was balanced or favorable in national & international press -- Public dedications of a test facility in CA and laser facility in NM generated positive press reporting -- ABL representatives participated in a National Media Update with favorable news coverage -- Finalized arrangements for a press availability in Washington DC and an Airborne Laser rollout ceremony in Kansas; events were cancelled, partially because of the September terrorist activities -- Twenty exhibits were held in the U.S. and overseas to outline directed energy efforts to the public - In the community relations area, actively participated in the base's Honorary Commander program, provided judges for science fairs, and gave presentations/educational tours to more than 900 people <ul style="list-style-type: none"> -- The unit's director gave encouragement at a state-wide public forum following Sept terrorist events - A technical unit with AF experts who made scientific presentations at symposia and published materials for technical journals. PA expedited 800+ Security Review cases to gain this high visibility! <p>Innovativeness of Program</p> <ul style="list-style-type: none"> - With shrinking resources, leveraged contractor capabilities for exciting web site and news releases - Unit operated state-wide education outreach effort that won National Federal Lab Consortium Award <ul style="list-style-type: none"> -- Program used USAF technologies to educationally motivate K-12-grade students from 140 schools - Used unconventional approaches to draw attention to USAF directed energy activities; enthusiastic public reaction to exhibits, USAF Band and unique hot air balloon at a NM international event - Worked on two national Recruiting Service campaigns to attract scientific candidates; huge success - Helped develop a program for 6-8th grade Hispanic girls to show possible USAF career opportunities 		

NOMINATION FOR AWARD *(Continued)*

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Air Force Research Laboratory, Directed Energy Directorate

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format) (Continued)*

SIGNIFICANT CONTRIBUTORS

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